




SHERWIN-WILLIAMS

Home Decorator

AND HOW-TO-PAINT BOOK

1957 EDITION



WITH THE COMPLIMENTS OF

CROWN HILL HARDWARE

7759 - 15th, N.W.

Phone: DE 0016

Your Hardware Store That Serves Seattle, Wash.



Good taste is many things



It's the books you read . . . the hat you wear . . . even the manners of your children.

But what is good taste in home decoration? It's the way you "feel" in a room . . . the way things "go together." It's the happy combination of color, texture and materials. Hasn't a thing to do with the size of your room or how much money you have to spend.

Ever so often, there comes a time when you feel something must be done around the house. Rooms look a little tired and worn. Or, you just want a change for the sake of what it will do for your spirit. That's the time to do it!

And for goodness sake, don't feel that you have to throw away everything and start from scratch. You can redecorate, in good taste, any or all of the rooms in your house and not replace a single piece of furniture unless you want to!

Take a look around your home. Are things the way you'd like them to be? Wouldn't a bit of refreshing color help? What do your guests see when they step into your living room?

Paint can do wonders! Why, for about the cost of an automatic percolator, you can add a bit of harmony in lovely color to a room and make it a sunnier, happier place to live. Paint can bring out a hidden hue from a slip cover so use it as a wall color to weave new charm into your room.

Carol and Jack, our young couple here, took a good look at their home and decided it was time for a change. But, where to start? What to do? How much to spend? They found their answers in our Home Decorator book of ideas. And, they borrowed our Color Harmony Book to help them decide which colors to use together . . . and which type of paint to use.

Maybe it's time for a bit of sprucing-up in your home. Painting will do the most colorful, the most satisfying job ever. Do it quicker and for less money. And, you'll have the fun of being your own decorator.

WALLS *Super Kem-Tone Rhapsody Blue*
 WALLS *Super Kem-Tone Sandalwood*
 CEILING *Super Kem-Tone Ceiling Flat White*
 WOODWORK *Kem-Glo Rhapsody Blue and Sandalwood*
 FURNITURE *Drexel Furniture Co., Drexel, N. C.*
 FLOOR Dining Area—*Armstrong Cork Co., Lancaster, Pa.*



"See what we did with our living room?
 Did it ourselves, too, and mighty proud of it!
 And it took only a gallon and a half
 of Super Kem-Tone and some Kem-Glo. Looks like
 a new room, and it f-e-e-l-s like a new room.
 Why in the world did we wait so long?"



"If I'd only known it would
 cost less than the toaster I gave
 Carol for our anniversary!
 Well, let's take a look at the rest
 of the house and see what needs
 the master's touch."

Paint...the best tonic for you and your home

Colorful paint acts as a powerful vitamin . . . repairs and revives its "patient" with miraculous speed and ease.

But, it takes the right colors and the right paint to show off your home and furnishings to their best possible advantage. This is true if your house is as sparkling new as tomorrow or if it has its roots in the romantic days of another century.

Which colors? That's up to you and your imagination. You may be as daring or as subtle as you like because, with paint, you can change colors easily, economically and as often as you like.

How to select color harmonies . . . and always be right!

Some of us hesitate combining certain colors because we're not sure of the effect of the finished job. Our new Sherwin-Williams Color Harmony Book eliminates all this guesswork and uncertainty!

The Color Harmony Book contains over 1400 "go-together" color combinations to make your home decorating easier. You'll find page after page of new, interesting color harmonies to set your imagination soaring . . . colors that will bring new life to your present furnishings.

Borrow the Color Harmony Book from our store. You'll get so many harmonizing ideas and you'll *know* they're in the latest fashion taste because all color combinations are decorator-approved.

Best of all . . . any harmony you select can be color-matched in both Super[®] Kem-Tone and Kem-Glo[®]. With one, you get a velvety-rich wall finish and with the other, matching, lustrous enamel woodwork. Our Sherwin-Williams Super Kem-Tone and Kem-Glo are the most popular interior house paints in America. You'll be so proud of the new beauty they bring into your home.



This familiar trade-mark is your
assurance of highest quality paint





WALLS *Super Kem-Tone Light Thistle and Azure Blue*
 CEILING *Super Kem-Tone Shasta White*
 WOODWORK *Kem-Glo Light Thistle, Azure Blue and Stay White*
 FURNITURE *Heritage Furniture, Inc., High Point, N. C.*

You can paint today and have guests tonight



Sherwin-Williams Super Kem-Tone, De Luxe Latex Wall Paint, for beautiful walls and ceiling. Just brush or roll on Super Kem-Tone over any interior surface, wall-paper, plaster or wallboard. One coat covers most surfaces. Goes on smoothly and dries evenly within an hour. When thoroughly dry, Super Kem-Tone is guaranteed washable!

Sherwin-Williams Kem-Glo, America's Finest Alkyd Enamel, for luxurious woodwork. All your favorite colors plus Kem-Glo Velvet White. You need no under-coater or primer. Dries in 3 or 4 hours and your woodwork looks and washes like baked enamel. One coat covers most surfaces including wood, plaster, metal, wallboard, brick or painted or enameled surfaces.

AT THE RIGHT: WALLS *Super Kem-Tone Teal Blue and Cedarwood*
 CEILING *Super Kem-Tone Shasta White*
 WOODWORK *Kem-Glo Teal Blue and Cedarwood*
 FURNITURE *Kroehler Mfg. Co., Naperville, Ill.*
 TABLE *Lane Table Co., Inc., Altavista, Va.*
 TELEVISION *RCA Victor, Camden, N. J.*



AT THE RIGHT:
 WALLS AND CEILING *Super Kem-Tone Shasta White*
 WOODWORK *Kem-Glo Flamingo*
 UPHOLSTERED FURNITURE *Globe Parlor
 Furniture Co., High Point, N. C.*
 TABLES *Colony Tables, Inc., High Point, N. C.*

Color brings gracious living into your home





BELOW:
WALLS AND CEILING *Super Kem-Tone Maplewood*
WOODWORK AND TRIM *Kem-Glo Hazelnut, Watermelon and Sunlight Yellow*
UPHOLSTERED FURNITURE *Simmons Co., Elizabeth, N. J.*
TABLES *The Brandt Cabinet Works, Hagerstown, Md.*

Colorful paint has an exciting magic quality. It can make dark rooms and halls seem lighter . . . or it can subdue light. Paint can also make a room look larger or make a ceiling feel higher or lower.

Color often plays tricks, too! Be sure to consider your paint colors in both daylight and under artificial lights. You'll be pleased with the different color-mood of your room after dark.

AT THE LEFT:
TWO WALLS *Super Kem-Tone Lombardi Blue*
TWO WALLS AND CEILING *Super Kem-Tone Shasta White*
SCREEN AND HALL WALL *Super Kem-Tone Gay Chartreuse*
WOODWORK *Kem-Glo Stay White*
EXTERIOR WALLS *SWP Velvet Flat White*
PORCH CEILING *SWP Gloss Pocono Blue*
LIVING ROOM FURNITURE *Heritage Furniture, Inc., High Point, N. C.*
PATIO FURNITURE *Birmingham Ornamental Iron Co., Birmingham, Ala.*



Love that Super Kem-Tone!

It takes only one gallon to do the walls of the average-size room. Goes on easily . . . twice as fast with a Kem Roller-Koater®. To clean brushes or roller after painting with Super Kem-Tone, all you do is wash them in water. Spatter marks on woodwork or floor are easily removed with a dampened cloth . . . but wipe 'em off as you go because Super Kem-Tone dries quickly.

ALTERNATE COLOR SUGGESTION BELOW:
 WALLS *Super Kem-Tone*
Parakeet and Indian Rose
 CEILING *Super Kem-Tone Shasta White*
 WOODWORK *Kem-Glo Parakeet*
 and *Indian Rose*



ABOVE:
 WALLS *Super Kem-Tone Satinwood and Crystal Green*
 CEILING *Super Kem-Tone Shasta White*
 WOODWORK *Kem-Glo Satinwood and Crystal Green*
 FURNITURE *Thomasville Chair Co., Thomasville, N. C.*

New charm with wonderful, wonderful paints

ALTERNATE COLOR SUGGESTION BELOW
 WALLS AND CEILING *Super Kem-Tone*
Elmhurst Green
 WOODWORK AND FIREPLACE *Kem-Glo*
Velvet White



ALTERNATE COLOR SUGGESTION AT RIGHT:
 WALLS *Super Kem-Tone Desert Sand*
 CEILING *Super Kem-Tone Cream Tint*
 WOODWORK *Kem-Glo Desert Sand*



ABOVE: WALLS *Super Kem-Tone Green Stone*
 CEILING *Super Kem-Tone Cream Tint*
 WOODWORK *Kem-Glo Green Stone*
 FURNITURE *The Schoonbeck Co., High Point, N.C.*



BELOW:
 WALLS *Super Kem-Tone Celeste Blue and Indian Rose*
 CEILING *Super Kem-Tone Shell Pink*
 WOODWORK *Kem-Glo Pinchurst Green and Indian Rose*
 UPHOLSTERED FURNITURE *Globe Parlor Furniture Co., High Point, N. C.*
 TABLES *Colony Tables, Inc., High Point, N. C.*
 HALL FLOOR *Armstrong Cork Company, Lancaster, Pa.*

In these three living rooms, only the paint color was changed but just look at the difference! Try some of this paint magic in your home.

AT THE LEFT:
 WALLS *Super Kem-Tone Starlite Gold*
 CEILING *Super Kem-Tone Princess Ivory*
 WOODWORK AND FIREPLACE *Kem-Glo Velvet White*
 FURNITURE *Tomlinson of High Point, High Point, N. C.*



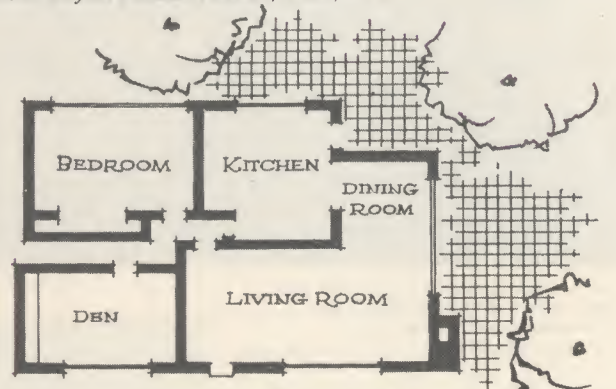
Choose from the many wonderful Kem-Glo colors

There's even a new black that's marvelous for today's smart wrought-iron fashion. Kem-Glo gives you a rich, subdued lustre. Use it for the woodwork throughout your house, for bathroom and kitchen walls or for your furniture.

WALLS *Super Kem-Tone Parakeet*
 CEILING *Super Kem-Tone Green Tint*
 WOODWORK *Kem-Glo Parakeet*
 UPHOLSTERED FURNITURE
Broyhill Furniture Factories, Lenoir, N. C.
 TABLES AND STORAGE UNITS
Founders Furniture Co., Pleasant Garden, N. C.
 BLINDS *Hunter-Douglas Corporation, New York, N. Y.*
 TELEVISION *RCA Victor, Camden, N. J.*



WALLS *Super Kem-Tone Caprice Yellow*
 CEILING *Super Kem-Tone Shasta White*
 WOODWORK *Kem-Glo Caprice Yellow*
 FURNITURE *Broyhill Furniture Factories, Lenoir, N. C.*



WALLS *Super Kem-Tone Camellia Pink*
 CEILING *Super Kem-Tone Shasta White*
 WOODWORK *Kem-Glo Camellia Pink*
 KITCHEN WALL *Kem-Glo Peacock Blue*
 CABINETS *Beauty-Lok Blond Seal*
 FURNITURE *Broyhill Furniture Factories, Lenoir, N. C.*
 UPHOLSTERED CHAIR *B & W Upholstering, Inc., High Point, N. C.*
 KITCHEN CABINETS *American Central Mfg. Corp., Connersville, Ind.*

The trend is to rooms with related colors

Your family lives all over the house, not just in one room. Related colors bring a harmony to an entire house or to separate floors . . . giving a pleasant feeling of unity. Our Color Harmony Book really does a decorator job for you here . . . helps you add interesting color variations in comfortable, complete color harmony.



WALLS *Super Kem-Tone Camellia Pink*
 CEILING *Super Kem-Tone Pastel Blue*
 WOODWORK *Kem-Glo Camellia Pink*
 UPHOLSTERED FURNITURE *B & W Upholstering, Inc., High Point, N. C.*
 OCCASIONAL TABLES *Founders Furniture Co., Pleasant Garden, N. C.*
 DINING ROOM FURNITURE *Broyhill Furniture Factories, Lenoir, N. C.*



WALLS *Super Kem-Tone Astrid and Marsh Rose*
 CEILING AND MOLDING *Super Kem-Tone Shasta White*
 WOODWORK *Kem-Glo Astrid and Marsh Rose*
 DINING ROOM FURNITURE *Bernhardt Furniture Co., Lenoir, N. C.*
 SOFA *The Schoonbeck Co., High Point, N. C.*
 LAMP TABLE *The Lane Co., Inc., Altavista, Va.*

***Color adds
 spice to
 your dining
 pleasure***

WALLS *Super Kem-Tone Bermuda
 Turquoise and Noweta Rose*
 CEILING *Super Kem-Tone Shasta White*
 WOODWORK *Kem-Glo Stay White*
 FURNITURE *Saginaw Furniture Shops, Inc.,
 Saginaw, Mich.*



WALLS *Super Kem-Tone Bluebell*
 CEILING *Super Kem-Tone Shasta White*
 WOODWORK *Kem-Glo Stay White*
 FURNITURE *Drexel Furniture Co., Drexel, N. C.*



***Kem-Glo and Super Kem-Tone Colors
 go together beautifully***

For every color of one, you can have the same color in the other. This means you may follow the trend to have woodwork and walls match. Wonderful, too, for making small rooms seem so much larger.

Choose rich colors with appetite appeal



WALLS *Super Kem-Tone Lombardi Blue*
 CEILING *Super Kem-Tone Princess Ivory*
 WOODWORK *Kem-Glo Princess Ivory*
 FURNITURE *Morganton Furniture Co., Morganton, N.C.*

WALLS *Super Kem-Tone Light Caprice and Rose Beige*
 CEILING *Super Kem-Tone Light Caprice*
 WOODWORK *Kem-Glo Light Caprice and Rose Beige*
 FURNITURE *The Brandt Cabinet Works, Inc., Hagerstown, Md.*



WALLS *Super Kem-Tone Apricot and Beauty-Lok Golden on Walnut*
 CEILING *Super Kem-Tone Rhapsody Blue*
 FURNITURE *Calvin Furniture Co., Grand Rapids, Mich.*



WALLS AND CEILING *Kem-Glo Velvet White*
 WOODWORK AND CABINETS *Kem-Glo Starlite Gold*
 FURNITURE *Empire Furniture Corp., Johnson City, Tenn.*
 FLOOR *Armstrong Cork Co., Lancaster, Pa.*



WALLS *Kem-Glo Light Salmon*
 CEILING *Kem-Glo Stay White*
 CABINETS *Kem-Glo Stay White*
 KITCHEN *Republic Steel Kitchens, Canton, Ohio*



WALLS *Kem-Glo Coral Rose*
 CEILING AND CABINETS *Kem-Glo Caprice Yellow*
 LOWER CABINETS *Kem-Glo Skyline Blue*
 KITCHEN *Toledo Desk and Fixture Corp., Maumee, Ohio*



For the lady of the house

This is your own creative corner . . . the room where delicious things happen, every day. And you just can't be a culinary artist in a depressing, dull room. So, be enthusiastic in your color scheme and you'll be amazed at the results. See the Kem-Glo spirit-lifting colors . . . so easy to apply. No effort to keep clean, just wipe off with a damp cloth.

Treat yourself to a gay kitchen

You'll love most every hour you spend in a colorful, gay kitchen. Sherwin-Williams Kem-Glo colors have that special magic that brings sunshine into a kitchen even on a rainy day . . . makes your hours just fly by.

WALLS, CEILING, CABINETS AND
 FIREPLACE BRICK *Kem-Glo Velvet White*
 SERVICE BAR *Beauty-Lok on Walnut*
 FLOOR *Armstrong Cork Co., Lancaster, Pa.*





WALLS AND WOODWORK *Kem-Glo Flamingo*
 CABINETS *Kem-Glo Caprice Yellow*
 CEILING AND TRIM *Kem-Glo Stay White*
 CANOPY *Beauty-Lok Poppy*
 KITCHEN *Youngstown Kitchens, Warren, Ohio*

Kitchens sparkle with

AT THE RIGHT:
 WALLS AND CEILING *Kem-Glo Aster Pink and Stay White*
 CABINETS *Kem-Glo Light Turquoise*
 WOODWORK *Kem-Glo Stay White*
 KITCHEN *Republic Steel Kitchens, Canton, Ohio*



WALLS *Kem-Glo Sunbeam Yellow*
 CABINETS AND WALL *Kem-Glo Light Delphinium*
 CEILING AND TRIM *Kem-Glo Stay White*
 KITCHEN *Lyon Metal Products, Inc., Aurora, Ill.*





CEILING AND CABINETS *Kem-Glo Delphinium*
 WALLS *Kem-Glo Velvet White*
 FLOOR *Armstrong Cork Co., Lancaster, Pa.*

WALLS *Kem-Glo Ripple Green*
 CEILING *Kem-Glo Shell Pink*
 CABINETS *Beauty-Lok Sunset*
 KITCHEN *Curtis Companies, Inc., Clinton, Iowa*



Kem-Glo colors

AT THE RIGHT:
 CEILING AND LOWER CABINETS *Kem-Glo Bluebonnet*
 WALLS AND WALL CABINETS *Kem-Glo Flesh Pink*
 KITCHEN *Lyon Metal Products, Inc., Aurora, Ill.*



WALLS *Kem-Glo Flamingo*
 CEILING AND CABINETS *Kem-Glo Stay White*
 TRIM *Kem-Glo Ebony*
 KITCHEN *Republic Steel Kitchens, Canton, Ohio*



Enameling isn't only a man's job . . .

It's so easy with Kem-Glo that the lady wants to get into the act, too. After all, it's her kitchen, so she can share the fun of decorating it. You can apply Kem-Glo with either brush or Roller-Koater. Cleaning up after painting is a breeze with Kem Paint Brush and Roller Cleaner. It's harmless to m'lady's hands and makes brushes soft and clean in minutes.



WALLS *Super Kem-Tone Crystal Green*
 CEILING *Super Kem-Tone Shasta White*
 WOODWORK *Kem-Glo Crystal Green*
 SHELVES *Kem-Glo Apricot*
 FURNITURE *American Furniture Co., Inc.,
 Martinsville, Va.*



ALTERNATE COLOR SUGGESTION:
 WALLS *Super Kem-Tone Apricot*
 CEILING *Super Kem-Tone Flesh Pink*
 WOODWORK *Kem-Glo Apricot*
 SHELVES *Kem-Glo Tapestry Green*



ALTERNATE COLOR SUGGESTION:
 WALLS *Super Kem-Tone Sunbeam Yellow*
 CEILING *Super Kem-Tone Light Ivory*
 WOODWORK *Kem-Glo Sunbeam Yellow*
 SHELVES *Kem-Glo Tapestry Green*

Personalize bedrooms with favorite colors

This is probably the only room in the house where you can follow your personal color and decorating whims. So, surround yourself with flattering colors . . . be as grand or as simple as you like. Whatever color you imagine, you can match it in washable Super Kem-Tone and lustrous Kem-Glo.

WALLS *Super Kem-Tone Shadow Gray and Watermelon*
 CEILING *Super Kem-Tone Shasta White*
 WOODWORK *Kem-Glo Shadow Gray and Watermelon*
 FURNITURE *Stanley Furniture Co., Stanleytown, Va.*

WALLS AND CEILING *Super Kem-Tone Aster Pink*
 WOODWORK *Kem-Glo Aster Pink*
 FURNITURE *S. R. Hungerford Co., Memphis, Tenn.*



WALLS *Super Kem-Tone Nocturne Blue*
 CEILING AND MOLDING *Super Kem-Tone Citron*
 WOODWORK *Kem-Glo Nocturne Blue*
 FURNITURE *Thomasville Chair Co., Thomasville, N.C.*



WALLS *Super Kem-Tone Bluebell*
 CEILING AND MOLDING *Super Kem-Tone Forsythia*
 WOODWORK *Kem-Glo Bluebell*
 FURNITURE *Hibriten Furniture Co., Lenoir, N.C.*

Colors galore in Super Kem-Tone

Super Kem-Tone comes in a rainbow of many wonderful colors. One coat of Super Kem-Tone and you've practically a new bedroom. For ceilings, use the long-handled Kem Roller-Koater. It's a wonderful decorating tool that reaches over beds and into hard-to-get-at corners.



AT THE RIGHT: WALLS *Super Kem-Tone Periwinkle*
 CEILING *Super Kem-Tone Shasta White*
 WOODWORK *Kem-Glo Periwinkle*
 ALCOVE WALL AND WOODWORK *Kem-Glo Appleblossom*
 SHELF AREA *Kem-Glo Peacock Blue*
 FURNITURE *Henredon Furniture Industries, Inc., Morganton, N. C.*



AT THE LEFT:
 WALLS *Super Kem-Tone Radiant Lilac*
 CEILING *Super Kem-Tone Lilac*
 WOODWORK *Kem-Glo Radiant Lilac*
 FURNITURE *Pulaski Veneer and Furniture Corp., Pulaski, Va.*
 CHAIR *Thayer Coggin, High Point, N. C.*

BELOW:
 WALLS *Super Kem-Tone Indian Rose*
 CEILING *Super Kem-Tone Shasta White*
 WOODWORK *Kem-Glo Indian Rose*
 FURNITURE *Davis Cabinet Co., Nashville, Tenn.*
 FLOOR *Armstrong Cork Company, Lancaster, Pa.*

**Colors say
 “welcome” in
 guest rooms, too**



AT THE LEFT:
 WALLS *Super Kem-Tone Wedgwood Blue and Pastel Gray*
 CEILING *Super Kem-Tone Pastel Gray*
 WOODWORK *Kem-Glo Wedgwood Blue*
 FURNITURE *The Continental Furniture Co., High Point, N. C.*
 CHAIR *Globe Parlor Furniture Co., High Point, N. C.*





WALLS *Super Kem-Tone Light Ivory*
 CEILING *Super Kem-Tone Watermelon*
 WOODWORK *Kem-Glo Light Ivory*
 FLOOR *S-W Floor Enamel Gray Stone*
 FURNITURE *Lullabye Furniture Corp., Stevens Point, Wis.*
 VENETIAN BLIND *Hunter-Douglas Corp., New York, New York*

Sprightly colors for young folks

WALLS *Super Kem-Tone Aster Pink*
 CEILING AND MOLDING *Super Kem-Tone Bluebell*
 WOODWORK *Kem-Glo Aster Pink*
 FURNITURE *Lullabye Furniture Corp., Stevens Point, Wis.*
 VENETIAN BLIND *Hunter-Douglas Corp., New York, N. Y.*
 FLOOR *Armstrong Cork Company, Lancaster, Pa.*



BELOW:
 WALLS *Super Kem-Tone Shasta White*
 CEILING *Super Kem-Tone Light Delphinium*
 SHELVES *Kem-Glo Monterey Red*
 WOODWORK *Kem-Glo Shasta White*
 FURNITURE *Stanley Furniture Co., Stanleytown, Va.*
 FLOOR *Armstrong Cork Company, Lancaster, Pa.*
 RADIO *RCA Victor, Camden, N. J.*



WALLS *Super Kem-Tone Caprice Yellow*
 CEILING *Super Kem-Tone Shasta White*
 WOODWORK *Kem-Glo Peacock Blue*
 FURNITURE *Drexel Furniture Co., Drexel, N. C.*
 RADIO *RCA Victor, Camden, N. J.*



If you prefer patterns in paint,

Choose from Sherwin-Williams Applikay® designs. Just roll on a beautiful pattern over your newly painted Super Kem-Tone walls. Ask us for complete information and pattern designs.



***Bathrooms
sing with
Kem-Glo
beauty***

WALLS AND CEILING *Kem-Glo Citron and Cool Gray*
WOODWORK *Kem-Glo Cool Gray*
BATHROOM *American Radiator & Standard
Sanitary Corp., Pittsburgh, Pa.*



Sparkling colors in fresh, clean Kem-Glo

Some bathrooms aren't as young as they used to be! See the difference a colorful coat of Sherwin-Williams Kem-Glo will make. Even "old claw foot" can look exciting in a coat of new Kem-Glo color. Look at all the color and style in these bathrooms! No matter what your heart desires in color, you can get it in Sherwin-Williams Kem-Glo enamel.



AT THE LEFT:
 WALLS AND WOODWORK *Kem-Glo Flesh Pink*
 CEILING *Kem-Glo Skyline Blue*
 BATHROOM *American Radiator & Standard Sanitary Corp., Pittsburgh, Pa.*



WALLS *Kem-Glo*
Monterey Red and Melodie Green
 WOODWORK *Kem-Glo*
Melodie Graen
 CEILING *Kem-Glo Stay White*
 BATHROOM *Armstrong Cork*
Co., Lancaster, Pa.

Look again at this gorgeous bathroom at the left and see how modern it could become in this sketch below. The fringe and plush are gone . . . so are the colors of the '90s. Instead, slim lines and Kem-Glo's handsome beauty. Amazing!



CEILING, WALLS AND WOODWORK *Kem-Glo Mist Green*
 BATHROOM *American Radiator & Standard*
Sanitary Corp., Pittsburgh, Pa.

How to paint the inside of your home

The whole fabulous world of color is yours to use inside your house. With these wonderful Super Kem-Tone and Kem-Glo paints, you can deck your house in glowing color so easily.

There isn't even a batch of rules to follow. Here, we are illustrating some painting tips that will help you get the best possible results with a minimum of time and energy. Have fun—we know you'll be terrifically pleased with the results. And, if you have any specific painting problems, call us and we'll be glad to help.



PREPARE THE SURFACE



Start with a clean surface. Paint just won't adhere to dirt. Wipe dust from wall-papered surfaces with a soft cloth. Wash glossy surfaces with a good household or paint cleaner. Rinse; let dry thoroughly.

PAINT CEILING AND WALLS



Paint a narrow strip at all corners and around all woodwork with a Kem Trim brush, about 6 feet ahead of your roller painting. Fill in with roller painting. Then cut in another area and continue.

ENAMEL WOODWORK AND CABINETS



Use a good brush when you apply Kem-Glo enamel or Enameloid to areas like woodwork and cabinets. We recommend a Kem Feather-Flo trim brush...it holds a generous amount of enamel yet is easy to handle.



Paste down all loose edges of wallpaper, using Super Kem-Tone as your "paste". Fill tears and defects with Kem Plastic-Patch. This is quite easy and guarantees smooth surface results.



Fill holes in wood with putty. Paint alone will not cover holes or other surface imperfections. Remove mars and chipped paint with sandpaper. Fill plaster cracks, holes and mars with Kem Plastic-Patch.



Lightly sand all previously painted glossy surfaces before you start. Or wipe with S-W Prepareite, the liquid sandpaper. Wipe away all sanding dust with a cloth dampened with turpentine.



Start Roller-Koater in shallow end of tray. Roll it back and forth into the paint until roller is uniformly saturated with paint. Gently shake any excess paint back into the tray. Now you're ready to "roll".



Always start in a corner. Roll or brush ceiling the short way of the room. Walls from top to bottom. Roll three strips as far as you can reach, each slightly overlapping. Smooth out by cross-rolling lightly.



Be sure new plaster is thoroughly dry and old plaster is clean, free of glue size and paste. Apply S-W Wall Primer and Sealer followed by Super Kem-Tone. Kem-Glo requires no special primer or sealer.



Apply paint away from edges and brush it to them. This avoids "dribbling". When two or three feet of surface are painted, cross-brush lightly . . . then level off lengthwise.



Wipe up spatters of Super Kem-Tone as you go along. Use a clean cloth dampened with water. For Kem-Glo clean up, use a cloth which has been moistened with turpentine.



Clean Super Kem-Tone brush, Roller-Koater and tray with warm soapy water. Clean Kem-Glo painting tools in Kem Paint Brush and Roller Cleaner and then rinse in cool water.

Going to paint your home this year?

When you paint your home, you do so for two main reasons . . . to improve its attractiveness and to prevent decay. Your home is worth appreciably more after it is painted. But even more important, you are protecting the investment you have in your home, which probably is a lot of money.

It's far wiser, and a lot less expensive, to paint at regular intervals. You're wasting money if you wait until the house looks shabby and deterioration sets in. Then, you're letting yourself in for an expensive repair job as well as repainting.

There's such a thing as "good taste" in *exterior* decoration, too. Just as you carefully plan the interior color harmony for your home, so you can

create a pleasing outside appearance. A neat, trim outlook gives a feeling of prosperity and hospitality. Expensive? No, it just looks it. Sherwin-Williams Exterior House Paint will do wonderful magic with your house. Take years off its age and give it a more stately manner.

It certainly pays you to use the best possible house paint that you can get. We believe this to be SHERWIN-WILLIAMS EXTERIOR HOUSE PAINT! It stretches the years between paint jobs. And it's recognized as the leader of *all* house paints. It just had to be the best because every year more homes are painted with Sherwin-Williams Exterior House Paint than any other brand!

BODY *SWP Gloss Peach Blossom*
TRIM *SWP Trim and Tinting White*
SHUTTERS *SWP Gloss Chardon Blue*



SWP House Paint flows on so smoothly, you'll find it takes less paint and less time to do a better job.



BODY—MASONRY *S-W Kem-Krete White*
WOOD *SWP Gloss White*
DOOR AND BLINDS *SWP Gloss Radiant Pink*

BELOW: BODY *S-W Kem-Krete Desert Sand and White*
TRIM *SWP Trim and Tinting White*



Blending or harmonizing with nature's colors is one of the wonders of SWP Paints. See how this painted wood siding continues the natural color effect of the stone retaining wall.



Warm color on your door, or surrounding your entrance, says a warm welcome awaits any guest. It's such a small decorating touch but oh, how inviting it looks.



Additions to your house "belong" when they become a part of the same colorful picture. Here, the garage doors carry out the color plan of the main house and give an appearance of spaciousness.

These house paint facts

BODY *S-W Shake Paint Everglade Green*
TRIM *SWP Trim and Tinting White*

AT THE RIGHT:
BODY *S-W Kem-Krete Antique Rose*
TRIM *SWP Gloss Auburn Brown*



Flowers a hobby at your house? Their brilliant blooming season is so short, but you need not lose the thrill of their beauty. Match their color in *SWP House Paint* and enjoy it the year round.



BELOW: BODY *SWP Gloss Soft Pink* TRIM *SWP Trim and Tinting White*



The colors of nature come alive in SWP House Paint . . . browns, greens and all the exciting brilliance of the autumn leaves. For more pleasure in outdoor living, blend your house into its natural setting.



are important to you

Sherwin-Williams Exterior House Paints flow on easily! You get the feeling of "easy does it" as you brush on S-W House Paint. Stroke after stroke, the paint flows on evenly, leaving just the right thickness of paint film. There's no tiring tug or drag of the brush. Sherwin-Williams paint chemists have built-in an exclusive ease of brushing that now enables one to spread paint over more surface in less time than ever before . . . with less effort. And, you apply Sherwin-Williams House Paint, confident that you'll be proud of your results in the years to come.

Sherwin-Williams House Paints cover thoroughly! Ordinary house paints sacrifice ease of brushing in trying to get good hiding power. But not Sherwin-Williams! Their technicians have found the proper balance in compounding oils and pigments so that Sherwin-Williams House Paints have extremely high hiding power without losing any of the exclusive ease of brushing. You can even apply SWP Gloss One-Coat White, over a previously painted light pastel color and still the white will cover evenly and thoroughly without the old color peeking through. No wonder people are so enthusiastic about Sherwin-Williams House Paint!

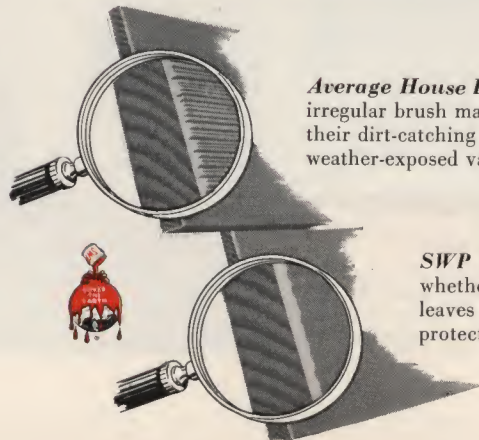
Greater Durability! You have a perfect right to expect your Sherwin-Williams House Paint job to look better and last longer than other house paints. The smooth, even film of protective S-W House Paint on your house eliminates the two most common failures of the average house paint: First, surface "ridges" that trap and hold beauty-destroying dirt. Second, surface "valleys" that are improperly protected and therefore result in too-rapid deterioration.



BODY SWP Gloss Fruitwood TRIM SWP Trim and Tinting White DOOR SWP Gloss Sierra Red



BODY SWP Gloss White TRIM SWP Gloss Rockaway Blue



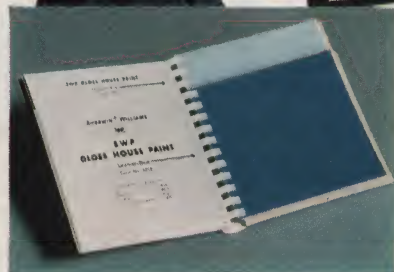
Average House Paint leaves irregular brush marks with their dirt-catching ridges and weather-exposed valleys.

SWP House Paint, whether in white or color, leaves a thick, even protective film of paint.

Colors, colors, colors . . .

you'll love 'em all

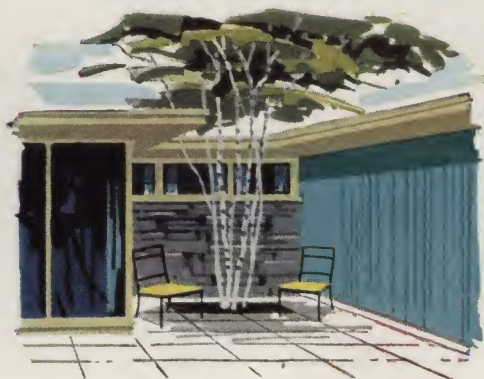
Have you ever wondered what your house would look like if you used a color instead of painting it white every time? Our Sherwin-Williams Color Selector will help you "visualize" your house in color before your job is started. A touch of pastel blue on the shutters perhaps. Or, a delicate coral for the door. You don't have to go "all out" with color unless you want to. Bits of accent color around the house add the certain sophisticated something that says "good taste" in decorating. Sherwin-Williams colors, too, outlast ordinary colors in keeping their original gleaming beauty. Test homes all over the country, in all climates, are painted and checked regularly to prove the ability of Sherwin-Williams whites and colors to retain their life longer under the most severe weather conditions. Make your selection from the 91 exclusive fashion-approved colors. Our Sherwin-Williams Color Selector is brimming over with lovely color harmony suggestions. Borrow our Color Selector and see all the wonderful ideas on how exciting colors can add a new sparkle to your home.



Borrow our
 SWP Color
 Selector
 and "picture"
 your home
 in lovely
 color.

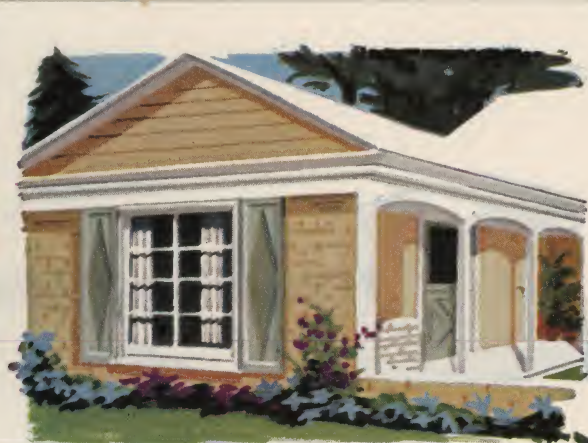
What's the outside of your house made of?

BODY-BRICK S-W Kem-Krete Antique Rose
 WOOD SWP Gloss White
 TRIM SWP Trim and Tinting White



*A patio is for pleasure . . . and how
 this vivid color dances! Looks elegant
 from inside the living room
 and makes an exciting background
 for outdoor entertaining and relaxing.*





No matter how rambling the trim on your house, or how many the additions, you can decorate in good taste. Colorful SWP Paint can skillfully camouflage as well as attract attention.

AT THE LEFT:
BODY SWP Gloss White
SHUTTERS SWP Gloss Solfast Red

Exteriors of houses, whether they're brand new or comfortably mellowed with years, are constructed of many different types of materials. Wood siding, concrete, shingles, shakes, asbestos siding, stucco and brick. Sherwin-Williams research chemists provide you with the right house paint for each of these materials. Your home takes on rich, new beauty when you apply the right Sherwin-Williams House Paint.

SWP Gloss House Paint for the best paint job you ever had on traditional smooth wood siding. It comes in a rainbow of decorator-recommended colors as well as the ever-popular white. SWP Gloss retains its gleaming beauty for years and years.

SWP Gloss One-Coat White House Paint is an exceptionally fine gloss white that renews the beauty of previously painted wood surfaces that are only worn and dirty. It's amazing how this heavily pigmented paint gives you 2-coat coverage with only one application! And, it offers ease of brushing and lasting durability. SWP Gloss One-Coat White is a time-saving paint that keeps your white house at a constant peak of beauty. It is money-saving, too.

S-W Kem-Krete Stucco, Concrete and Masonry Paint adds exciting glamour to all types of brick, stucco, concrete and asbestos siding. There's a wide range of wonderful colors and, of course, a soft velvety white. Easy to apply.

Sherwin-Williams Shake Paint is formulated for shakes and shingles used as siding. It comes in a wide range of special colors for this type of surface.



BODY SWP Shake Paint Redwood TRIM SWP Trim and Tinting White



Continuous color, like this rich green, brings the freshness of the outdoors right into your home through a wall of glass.

How many coats of paint do you need . . .

WHEN PAINTING WOOD

Painted wood surface in good condition: One coat of SWP Gloss One-Coat White will cover white or light shades where the paint film is in firm condition. If there are areas where the old paint may have cracked or blistered, sand them smooth or remove with Wash Away Paint Remover. Paint these spots with SWP Exterior Undercoater No. 450 before applying the One-Coat White. Allow 48 hours for drying between coats.

Painted wood in poor condition: Use 2-coat system. First, SWP Exterior Undercoater No. 450, then 1 coat of SWP Gloss House Paint in the color of your choice. Allow at least 48 hours for drying between coats.

New, unpainted wood: Must have 2 coats of paint. SWP Exterior Undercoater No. 450 to lay a smooth, even surface film with just enough "tooth" to give good holding power to the following coat of SWP Gloss House Paint in the final color. Allow at least 48 hours' drying time between coats.

WHEN PAINTING STUCCO AND MASONRY SURFACES

Painted surfaces in good condition: Previously painted stucco, masonry and brick with a very light surface chalk require a coat of SWP Exterior Undercoater No. 450, tinted as recommended on label of finish coat can. Allow 4 days' drying time before applying Kem-Krete Stucco, Concrete and Masonry Paint.

Painted surfaces in poor condition: Previously painted cement block, concrete, brick or masonry may be in poor condition because of peeling, loose paint, or other causes. When this prevails, all old paint should be removed by power sanding or sand-blasting. Then paint the same as for unpainted surfaces (*see below*).

Unpainted surfaces: Stucco, masonry and asbestos shingles should be free of dust and have no breaks in the surface. Patch cracks and apply two coats of Kem-Krete Stucco, Concrete and Masonry Paint.

Unpainted shakes and other textured wood surfaces should have two coats of Sherwin-Williams Shake Paint. Allow 24 hours' drying time between coats.

For more detailed information on preparing the surface for painting, get these step-by-step directions from our store.



Remove loose paint With scraper or wire brush, scrape off loose paint. Sand to smooth edges. Spot-prime bare spots with Exterior Undercoater No. 450. Apply overall coat of Exterior Undercoater No. 450.



Previously unpainted blocks may be partially filled with a coat of S-W Surface conditioner No. 74, applied according to label directions. Where more filling is required, add up to one pint per gallon of Monterey Sand or silicious filler to the surface Conditioner. Recoat with S-W Kem-Krete.

The number of coats depends on the condition of the surface you are going to paint . . . and you may want to use an undercoater. The purpose of an undercoater, or primer, is to give the entire surface of your house the same uniform treatment, ready for the finish coat. Also, an undercoater makes the second coat of paint much easier to apply.

SURFACE PREPARATION IS SO IMPORTANT



Repair damaged surfaces Clean out dirt and grass from boards close to ground. Replace damaged boards. Prime new boards with Exterior Undercoater No. 450 at once to protect wood from exposure to moisture.



Re-putty window sash Remove loose, cracked putty. Spot-prime bare wood with Exterior Undercoater No. 450. Replace glazier's points. When dry, re-putty with S-W Elastic Glazing Compound.



Calk joints, cracks Clean out loose calk with knife. Spot-prime with Exterior Undercoater No. 450. When dry, recalk using pressure gun or knife. Use S-W Glaz-Kalk. Get it *into* crack not just on surface.



Fill small cracks Fine hairline cracks will be filled or bridged with S-W Surface Conditioner No. 74 (and/or S-W Kem-Krete) . . . and the following coat of Kem-Krete Paint.



Repair broken stucco Large cracks and breaks should be treated with commercially prepared stucco patch, as directed. Let dry at least a week. Apply S-W Surface Conditioner No. 74 and then 2 coats Kem-Krete Paint.



Protect gutters, downspouts Remove scaling paint with wire brush. Brighten rust spots with steel wool. Spot-prime with Exterior Undercoater No. 450. Paint inside gutters, chimney flashings with S-W Tinnex Red.

How to paint the outside of your home

Plan well and allow yourself enough time to do the job properly. Experts say, much of the success of a painting job depends on preparation of the surface (see the previous pages).

Be sure the surface is dry. Wait until the morning sun has dried off the dew. It is best to paint one side of the house at a time, when it's not in direct sunlight. If possible, paint when the weather is warmer. Most finishes dry best at 65° F., or higher.

Your stopping place is important. It's best if you can complete one day's work by finishing an entire side. If not, try to paint up to a corner, window or door so that lap marks won't show when you resume.

Wait at least 48 hours' drying time before you apply the second coat. Painting too soon will cause the undercoat to shrink as it hardens, cracking the surface coat. Wait longer if you can.

When in doubt, check the directions on the S-W paint can.

First time you're doing the painting yourself? We suggest you start at the back of your house so that, by the time you get around to the front, you'll be a regular "pro."



Mix paint thoroughly Pour off top liquids into clean container. Stir pigments from the bottom with upward motion. Gradually stir back liquid. Pour from can to container several times.



Dust carefully Dust "as you go" with painter's duster. Be sure to get under clapboards, window sills, etc. Prevents dust from streaking new paint. Keep wire brush handy, too.



Begin at corner Paint peak first. When level with roof line, start at corner and work across. Don't overreach, it's safer to move ladder. Paint gutters, downspouts as you go.



Paint windows Use narrow sash brush. Do pane divisions first, then crossrails and vertical stiles. Do casing, sash and trim last. Move sash 2 or 3 times before dry to prevent sticking.

HOW TO FIGURE THE AMOUNT OF PAINT YOU'LL NEED

See page 31 to decide whether you need one or two coats of paint. When buying paint, it's always better to get too much rather than too little . . . you can always return the unopened cans.

Covering capacity of S-W House Paints:

ONE-COAT WHITE	400 sq. ft.
EXTERIOR UNDERCOATER NO. 450	450 sq. ft.
GLOSS HOUSE PAINT	550 sq. ft.
SHAKE PAINT	250 to 350 sq. ft.
KEM-KRETE MASONRY PAINT	200 to 400 sq. ft.
SURFACE CONDITIONER NO. 74	150 to 200 sq. ft.



Load brush properly Dip 4" brush into paint about $\frac{1}{3}$ bristle length. Tap brush lightly against inside of can to remove excess. Too much paint makes messy work, wastes paint.



Apply paint Hold brush with fingers supporting back. Apply paint generously. Paint underside of clapboards first, use roller or 6" nylon brush for stucco, brush shakes with the grain of the wood.



Start at top Work your way across side of house in horizontal strips. Eliminates lap marks. Paint under eaves as you go.



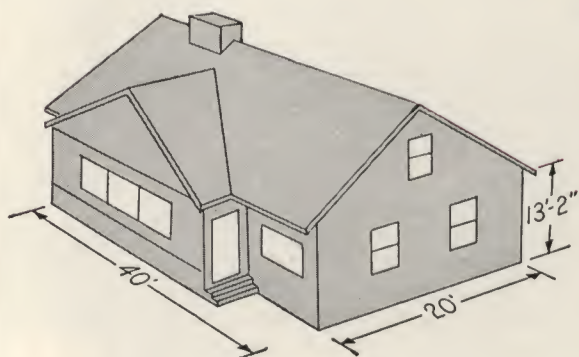
Paint doors. *Panel doors*—first paint moldings, then all panels. Next cross-rails from top to bottom and stiles. *Flush doors*—paint across from top to bottom. Do edges last with sash brush.



Paint porches, steps Remove loose paint, repair if needed. Paint in harmonizing color Porch & Floor Enamel as directed. Screens, shutters, etc., best painted laid flat.



Protect brushes Good brushes can be used over and over again. Keep them clean with Kem Paint Brush and Roller Cleaner or water—according to paint used.



To figure it out:

Multiply the distance around your house* by the average distance from ground to eaves, plus 2 feet. Then, divide by covering capacity of S-W Paint to get number of gallons needed.

$$\begin{array}{r} 120' \\ \times 15' \\ \hline 1,800 \text{ sq. ft.} \end{array}$$

"Rule of thumb" for figuring trim paint—most houses have about $\frac{1}{8}$ trim surface.

*Allow less paint for walls with large expanse of windows.

For beautiful floors in color . . .



Colors "hold true" in S.W. Porch and Floor Enamel. Reds, browns, grays and all the others keep their crisp, new look in spite of rugged weather.

Wooden porch floor and steps can be kept in good repair with paint. Besides being colorful, it's a wonderful safety precaution as Porch and Floor Enamel preserves the wood and prevents rotting and splitting.



Sherwin-Williams

PORCH AND FLOOR ENAMEL

Here's a beautiful floor enamel with outstanding durability. The rich colors hold their sparkling lustre . . . in spite of blistering sun and extreme rugged winter exposure. S-W Porch and Floor Enamel has an especially tough surface which stands up beautifully under the abrasion of constant foot traffic. So, use it for floors and steps of wood, cement or metal. Works wonders outdoors and indoors, too.

Rich colors We've got them in S-W Porch and Floor Enamel! The weather and strong sun won't hurt them. There's a good selection that will go with the color plan for the rest of your house.

Easy to apply Brush it on, or use a Roller-Koater, and it will dry overnight. One coat will do most jobs, but an unpainted floor will require two. One gallon will cover about 500 square feet.



Concrete basement, recreation room and garage floors may be decorated, too. Enamel goes on quickly, easily . . . and with the long-handled Roller-Koater you can reach in, around and under.



S-W Porch and Floor Enamel has such a durable, hard surface that it will withstand rough use and still hold its beauty and sparkle.



The tough, smooth surface makes cleaning easy. Just wash off with the garden hose or use a handy sponge or mop.

***For natural
wood finish for all
paneling, woodwork,
furniture . . .***

***Sherwin-Williams
new BEAUTY-LOK®***

S-W Beauty-Lok is a completely new product that gives natural wood a beautiful "close to the grain" appearance. And it is so easy to apply.

You can have the latest decorator color effects in wall paneling, woodwork and furniture. S-W Beauty-Lok is so different from the conventional heavy-looking stain and varnish finish. It creates excitement by adding new and unusual color tones that bring out all the beauty of the natural wood.

***Your choice of color effects
in gloss or satin finish***

S-W Beauty-Lok gives you a wide range of lovely wood finishes. It comes in natural and a rich blond in both lustrous Gloss and modern Satin, as well as the popular, new tinted shades of green, tan, gray, rose and brown. S-W Beauty-Lok will blend with all types of furnishings throughout your home.

**MODERN, COLORFUL
PANELS WITH
BEAUTY-LOK FINISH**



Beauty-Lok is the ideal finish for fine furniture.



Examples of the many unusual effects

WALLS *Beauty-Lok tinted with Kem Tinting Color Green on Birch*
 CEILING AND FIREPLACE *Super Kem-Tone Shasta White*
 FURNITURE *Thayer Coggin, High Point, N. C.*
 FLOOR *Armstrong Cork Company, Lancaster, Pa.*



Spread and wipe tinted Beauty-Lok Clear Seal.



Finish with protective coat of Beauty-Lok Satin.



you can get with Beauty-Lok.

BEAUTY-LOK IS EASY TO APPLY

Even if you've never before refinished a piece of furniture or a floor, you can be sure of getting professional results with Beauty-Lok. Follow the directions carefully and you'll be surprised at how simple it is.

Here are the two simple steps to get a colorful, natural wood finish:

S-W BEAUTY-LOK SEAL

Comes in either a clear or blond liquid that can be tinted to whatever effect you want—match any shades you like. Brush it on the surface—allow a few minutes to penetrate—wipe it off with a cloth. It will give uniform color tones.

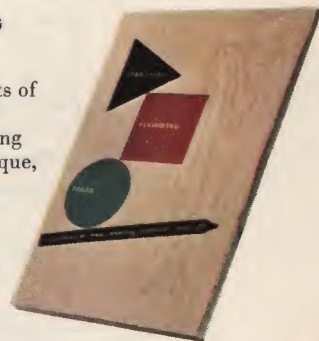
S-W BEAUTY-LOK FINISH COAT

A clear, hard finish in both lustrous gloss and modern satin. Brushes on easily, dries extremely fast. It will be dust-free in 20 minutes—ready to sand (*if you prefer two coats*) in just 3 to 4 hours. It's that easy!

Handy "how to" guide . . .

FURNITURE FINISHING FACTS BOOK

Pro or amateur, you'll get lots of helpful tips on finishing (or refinishing) furniture, paneling and woodwork. How to antique, bleach, stain, shellac . . . this gives you only a hint of the information packed into these 32 illustrated pages. Get your copy for just 25c in our store.



Removing paint or varnish is a breeze . . .

with Sherwin-Williams

NEW WASH AWAY PAINT REMOVER



NEW S-W WASH AWAY remover actually does the job just as easily as it sounds. Brush on a liberal coat of remover, let it stand undisturbed for about 15 to 20 minutes, then wash off with water and a cloth, sponge or steel wool. That's all!

S-W WASH AWAY remover will remove paint or varnish from anything . . . metal and wood alike. Use plenty of remover, it's inexpensive. It's nonflammable so it's safe to use. Always store in a cool place.

Use Wash Away

Paint Remover on

FLOORS	FURNITURE
BOATS	DOORS AND WINDOWS
WOODWORK	SHUTTERS AND SCREEN FRAMES
PICTURE FRAMES	EXTERIOR WOOD SIDING

HOW TO USE WASH AWAY PAINT REMOVER

1. Spread S-W Wash Away liberally with a brush. Avoid brushing back over your work. A thick coat of Wash Away may eliminate the necessity for a second application.
2. Wait until S-W Wash Away has had time to soften the old finish. Allow a good 15-20 minutes. Old finish will wrinkle and ribbon as remover loosens the paint layers.
3. Wash away old finish with water and a sponge, cloth or steel wool. Wipe surface dry. If all paint has not been removed, apply a second coat of remover. This coat will do the trick!
4. Clean brush with plenty of water. No solvent or special care is needed.



***Just brush it on . . .
wait a while . . .
wash paint off***





Mar-not's tough film resists scratches.



Stains can't penetrate Mar-not's hard surface.

For beautiful natural wood floors Sherwin-Williams MAR-NOT* Clear Plastic Varnish



Apply S-W Mar-not and you add a handsome, long-lasting wood finish. It's crystal clear and all the fine line and intricate grain pattern of the wood show through. S-W Mar-not is so tough it is impervious to staining by alcoholic liquids, destructive fruit juices. And, the hard surface resists scuffs and scratches. Mar-not will add years of protection, greater beauty to your finest furniture, floors and woodwork.

Choose from two lustres. The Satin Finish gives a deep, mellow smoothness and the High-Gloss Finish leaves a lustrous brilliance that just sparkles.

Amazingly Easy to Apply. Clean the surface to be varnished then apply Mar-not. Always brush *with* the wood grain. An even glide of your brush will help prevent streaks and brush marks. Then, without refilling your brush, go lightly *across* the grain and level off *with* the grain.

Mar-not dries to the touch in 2½ hours. If you plan to apply a second coat, allow it to dry overnight. One coat will brighten any previously varnished surface. Use two coats over new wood from which you've removed the old finish.

*Trade Mark

Exterior, weather-resistant spar varnish, Sherwin-Williams REXPAR

This clear spar varnish gives a tough, elastic film that will withstand extremes of weather conditions. REXPAR is ideal for boats, station wagons, trucks, as well as exterior doors, porch ceilings and other surfaces around the house. Dries in 2 or 3 hours and won't turn white or waterspot. The elastic base allows it to expand and contract with the temperature changes and not crack or become brittle.



Easy-to-apply, high-gloss enamel by Sherwin-Williams

brilliant ENAMELOID®

Use S-W Enameloid wherever you want the daring of gleaming color. Over wood, plaster or metal; kitchen and bathroom walls; woodwork throughout the house; for outdoor furniture and garden tools; tricycles and trellises; water pipes and stair rails; and a million or more other places.

S-W Enameloid comes in pastels, rich white and soft black as well as a rainbow of brilliant colors. Wonderful for decorating furniture. And, you'll be pleasantly surprised with the easy application. S-W Enameloid flows on smoothly, leaves no telltale brush marks. Dries quickly and is resistant to heat and all kinds of stains. It's so easy to keep clean . . . just wipe off with a damp cloth.



S-W Enameloid flows on evenly and easily whether you use a brush or Roller-Koater. And, it dries quickly leaving a high gloss in glowing color.



HOW TO USE ENAMELOID



1 Clean the surface. Sand existing gloss with medium sandpaper. If new wood, sand and apply undercoater (equal parts S-W Flat-Rite and S-W Enameloid in color of finish coat). Dry overnight.



2 Stir S-W Enameloid until pigments and liquids are completely blended. It's best to stir S-W Enameloid frequently when you're applying it, too. Never thin the finish coat . . . use it right from the can.



3 Flow S-W Enameloid on freely. Do not "feather" it out. S-W Enameloid will glide easily across surface. Always work from a dry area into the wet edges for a smoother, more beautiful finished surface.



4 Level off lightly. Every couple of strips, cross-brush your work . . . then level off in same direction. This uniform the surface and prevents sagging. Do this without refilling brush or Roller.



It's new . . . Sherwin-Williams

SPRAY ENAMEL

Here's a durable, porcelain-like enamel in a handy, easy-to-use spray container! Your choice of 9 wonderful decorator colors that will add touches of glamour in your home in a jiffy. Use S-W Spray Enamel for amazingly easy touch-ups, give picture frames a touch of excitement, footstools, furniture for outside or inside the home. In fact, it's so handy, you'll be inventing uses.



HOW TO USE S-W SPRAY ENAMEL

- Be sure the object to be sprayed is clean and free from grease or wax.
- Shake can well to mix enamel thoroughly.
- Spray a thin mist of enamel from a distance of 10 or 12 inches. Move can as you go to get even, smooth results. S-W Spray Enamel will dry dust free in 10 minutes, hard in 4 hours.

FOR A SUPERIOR PAINT JOB, USE A GOOD BRUSH



Cleaning is easy with

KEM PAINT BRUSH and ROLLER CLEANER®

You wouldn't believe that cleaning up painting tools could be so simple! And, so gentle on your hands, too. Varnish, oil base paint, enamel, house paint all vanish like magic when you use our Kem Paint Brush and Roller Cleaner. It will leave your brushes clean and soft . . . ready for another use.

Look how easy it is!

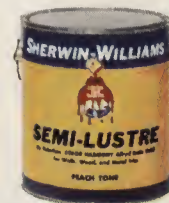
First, pour some Kem Cleaner into a clean container and work it well up into the heel of the brush. Saturate the paint roller with Kem Cleaner.

Then, wash brush or roller under a stream of cool water.

Presto, brush or Roller-Koater is clean!



***For an economical finish for walls
and woodwork, you'll love***
Sherwin-Williams SEMI-LUSTRE



For a durable, half-gloss enamel for walls and woodwork, use lovely S-W Semi-Lustre. Flows on freely and dries to a satin-like finish with a soft, subdued gloss. S-W Semi-Lustre has a tough, smooth surface that washes so easily. Economical, too.

Choose from white or a fashion-range of colors, all color matched to S-W Flat-Tone. Use S-W Semi-Lustre in kitchens, bathrooms, utility rooms, recreation rooms . . . and for an economical, throughout-the-house, woodwork finish.



FIXTURES *Lyon Metal Products, Inc., Aurora, Illinois*

***For a flat wall finish,
use odorless, Sherwin-Williams***
FLAT-TONE®



S-W Flat-Tone is an alkyd wall enamel especially formulated for those who prefer an enamel finish without gloss. It dries to a subdued sheen giving walls a rich, flat finish that adds a distinctive quality to any room.

S-W Flat-Tone comes in exquisite colors to satisfy your most imaginative decorating ideas. All of these are color matched to S-W Semi-Lustre.

For a beautiful, transparent finish,
LIN-X® Clear Gloss Varnish
for exterior or interior use

Lin-X gives a tough, clear finish with durable glistening beauty. Because it won't peel, chip or crack, it is an excellent protective finish for boats and outdoor furniture, where weathering could be a problem. Inside the house, Lin-X is wonderful for floors (even *printed* linoleum), wood paneling, furniture, and you should see its shining magic on woodwork and doors! Resists boiling water, hot grease and even fruit juices.



FOR SPECIAL JOBS . . . Special Sherwin-Williams Products



Protective coat for metal surfaces,

S-W ALUMINUM

CHROME FINISH No. 21

Fast drying, aluminum paint that looks like chrome with all its sparkling beauty. Wonderful for radiators, pipes of all kinds, ornamental iron work and many other places around the home and garage. S-W Aluminum Chrome Finish No. 21 brushes on quickly and easily. Covers clean, dry surfaces perfectly.



Colorful protection at moderate price,

S-W COMMONWEALTH PAINT

High-quality exterior paint that is practical for buildings that are subjected to extremes of weather. One coat of this economy paint will give years of protection and is particularly effective for use on farm and industrial buildings, metal roofs and general utility painting. Your choice of red or green.



Cleaning got you down? Not when you use

S-W FLAXOAP

S-W Flaxoap is a heavy-duty vegetable oil soap that makes any cleaning job easier. Cleans walls, woodwork, furniture, floors and any painted surface you can mention. Brings back their original sparkle and beauty with surprising ease. Flaxoap gives you rich suds that draw out grime and grease. Safe for your hands . . . safe for your furnishings. Get the handy 5-pound can—you'll want to use it so many places.



Stain and varnish in one operation,

S-W FLO-LAC

In just one application, you can apply a tough, hard-wearing varnish stain in your choice of wood effects. Refinish old furniture like new. Wonderful for woodwork and floors too. Simply brush S-W Flo-Lac on and let it dry overnight.



Protect against rust with

S-W METAL PRIMER RED

An economical, anticorrosive primer with excellent durability and moisture resistance.

One full coat gives a solid covering and a tough film that will adhere well to metal and still form a tight bond with the finish coat of exterior paint or enamel. For all exterior metal except *new* galvanized iron.





EXTERIOR HOUSE PAINTING You can do it yourself with easier brushing, more durable SWP House Paint. We have complete service with Gloss or Flat House Paint in glowing color or handsome whites.

HOME DECORATION is our specialty. Decorating ideas don't "just happen" . . . they're carefully cultivated. Our Color Harmony Book will suggest hundreds of possible color ideas for your personal selection.



PAINT IS OUR BUSINESS We stock all these famous Sherwin-Williams paints for outside and inside your house. What a selection of decorator colors. Trouble with "how to do it"? . . . we'll work it out with you.

QUALITY IS OUR REPUTATION Our neighborhood store has the best information and decorating ideas for you . . . and the most widely used paints in the world. You just can't go wrong with Sherwin-Williams paints.



***when it comes to paint,
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As your local Sherwin-Williams Dealer, we can do so much more for you than just sell paint. We have the finest line of painting and repairing materials and tools. Come in to see us and take advantage of all our services!

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